

Atech – Lightning Talk

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In this session we'll cover

- Motivations for business transformation
- Choosing the right migration approach
- The importance of on-going cloud support for security, optimisation and control



About the LTA

- Not-for-profit organisation, founded in 1888
- The National Governing Body for tennis in Great Britain
- Annual turnover c.£65m
- Mission is to govern and grow tennis in Britain, from grassroots to the professional game
- Investment and support for clubs, venues, officials, coaches and volunteers
- Deliver a calendar of events including Fed Cup, Davis Cup and the Wimbledon Championships
- Manage a Player Pathway to nurture the next generation of champions



- 5,000 Accredited Coaches
- 1,000 Licences Officials
- 25,000 volunteers

Drivers to undertake Digital Transformation

Key Drivers for Digital Transformation

- Performance and reliability issues
- Aging Infrastructure – EOL & EOS
- Co-location set up that was expensive to run and administer
- The requirement for Scalability



Other Drivers to Transform

Critical Business Events

- Datacentre exit
- Reduction of disruptions and improvement of IT stability
- Reduction in capital expenses
- End of support for mission-critical technologies
- Response to regulatory compliance changes
- New data sovereignty requirements
- Merger, acquisition or divestiture

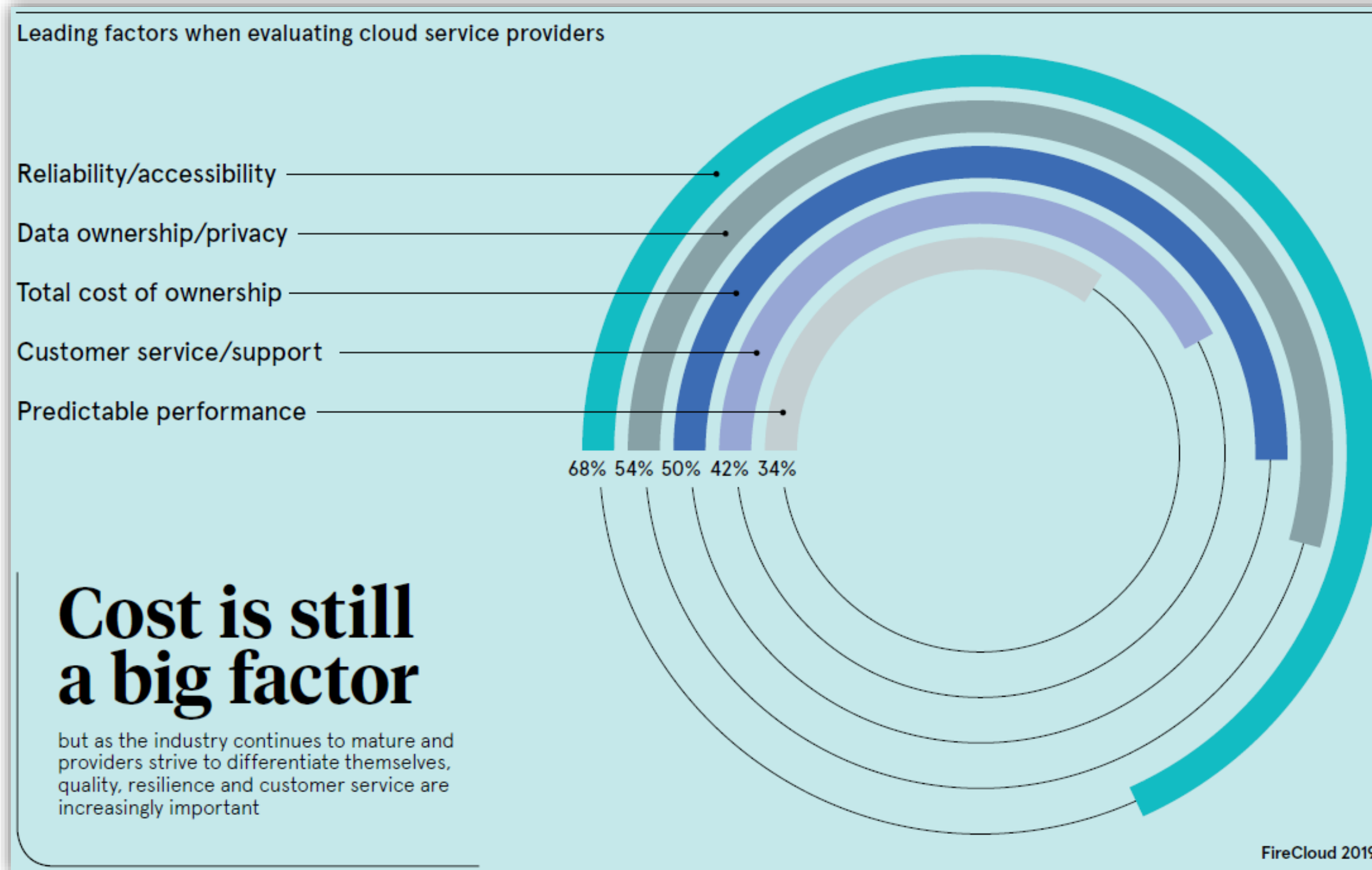
Innovation

- Improved customer experiences and engagements
- Preparation for new technical capabilities
- Building new technical capabilities
- Scaling to meet market demands
- Scaling to meet geographic demands
- Transformation of products or services
- Market disruption with new products or services

Cloud Migration

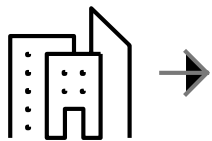




- Cost savings
- Optimisation of internal operations
- Reduction in vendor or technical complexity
- Increase in business agility
- Preparation for new technical capabilities
- Scaling to meet market demands
- Scaling to meet geographic demands

Cost is still a big factor, but...



Choosing the right migration approach

The challenges of planning a strategic cloud migration project
Retire, Retain, Rehost, Replatform, Refactor, Replace

	 Rehost	 Replatform	 Refactor	 Replace
Description	<p>Lift & Shift Redeploy without alterations</p>	<p>Lift & Shift + Services Minor changes to use cloud</p>	<p>Reuse existing code Transform non-cloud app to cloud-native</p>	<p>Replace existing app Introduce a standard solution</p>
Benefits	<p>Minimal risk & effort Rapid change Low service impact Reduce Capex costs Leverage existing investments A quick cloud ROI</p>	<p>Low risk Leverage existing investments Scalability Enable agility and innovation</p>	<p>Opportunity to add features, scalability and performance</p>	<p>Move to a cloud-native application Better security, mobile access and integration Move from Capex to Opex costs</p>

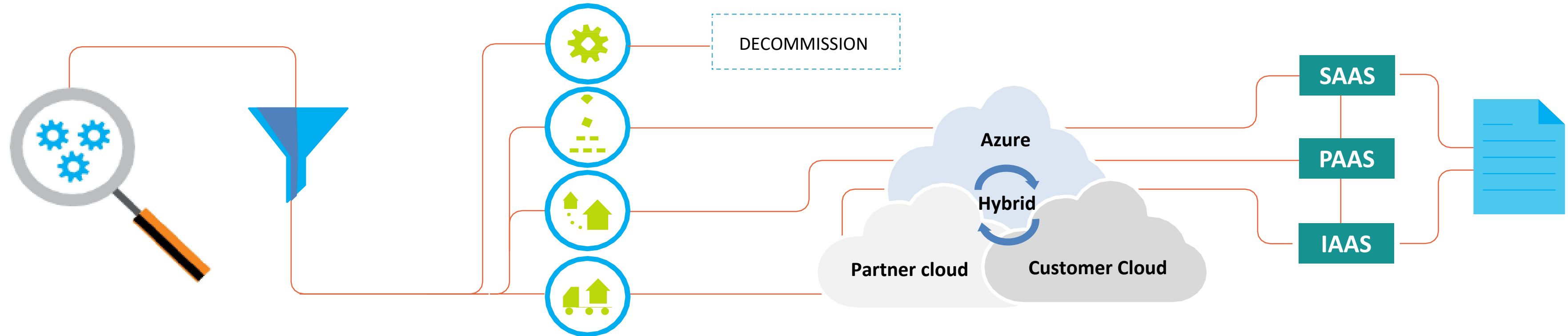
What determines the right migration approach

The challenges of planning a strategic cloud migration project
Retire, Retain, Rehost, Replatform, Refactor, Replace

Objective	Rehost	Replatform	Refactor	Replace	Primary technology
Achieve rapid time to cloud	✓				IaaS
Migration with minimal architectural and code impact	✓				IaaS
Free up data center space quickly	✓				IaaS
Reduce capital expenditure of existing applications	✓				IaaS
Leverage existing investments	✓	✓	✓		IaaS, PaaS
Scale existing apps more cost effectively		✓	✓		PaaS
Enable business agility with continuous innovation		✓	✓		PaaS
Move to a cloud-native application (eg. CRM)				✓	SaaS
Better security, mobile access and integration				✓	SaaS
Move from Capex to Opex costs				✓	SaaS

Delivering a successful cloud migration

A process that has been used hundreds of times



1 Discover organisation's on-prem footprint (VMs, networks, applications etc.)

2 Map dependencies and determine network topology

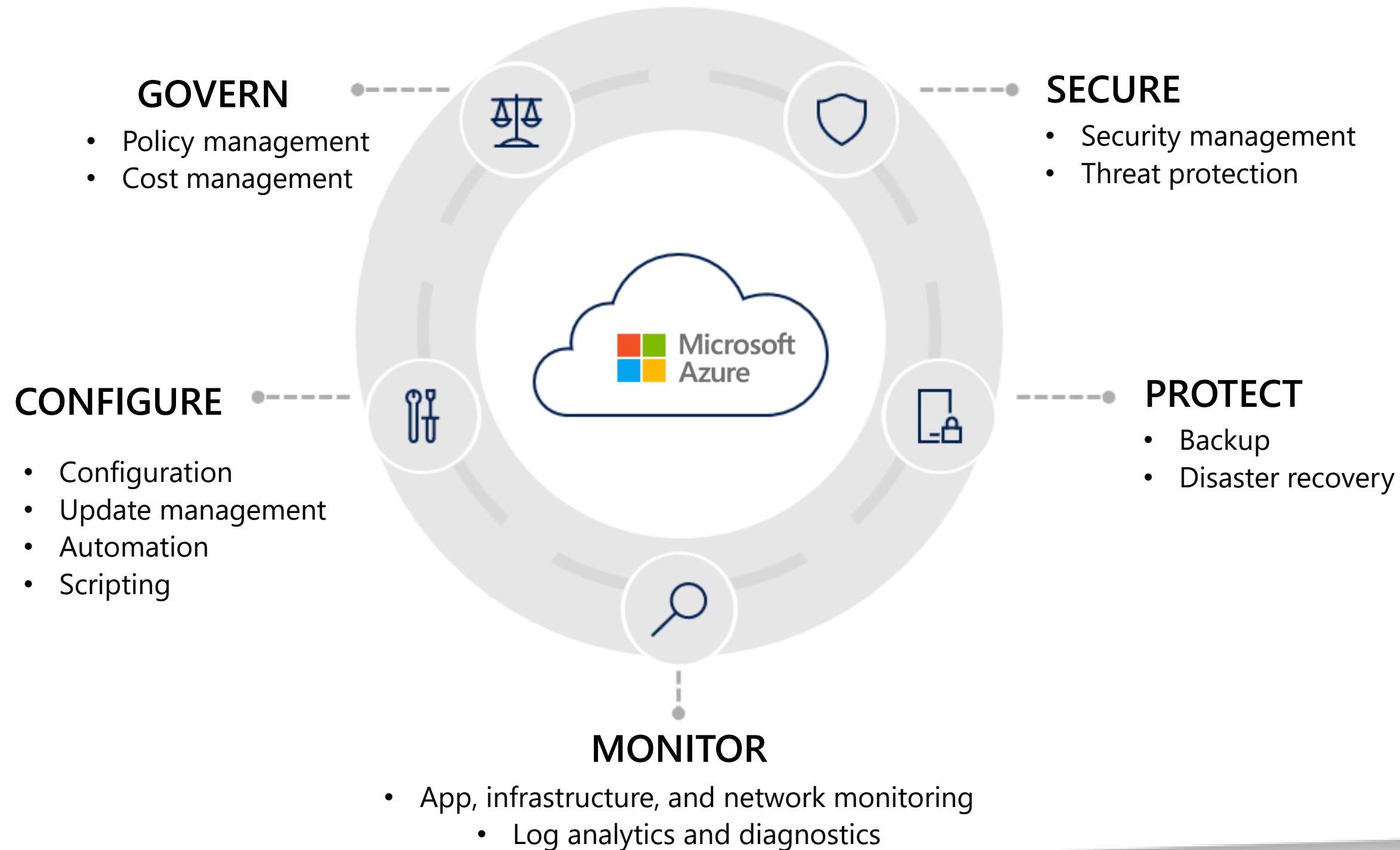
3 Recommend optimisation path for workloads, cost modeling

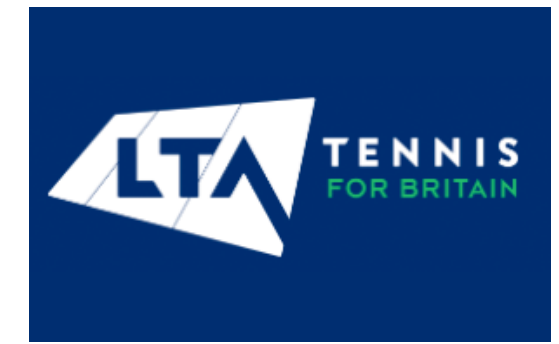
4 Determine best cloud computing service model

5 Provide cloud migration strategy and plan

Cloud Management

On-going support is the key to keeping your cloud infrastructure secure, well-managed and cost-effective





Thank you

Please come and visit us on Stand 27



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